

MINUTES
Regular Meeting of the College Park City Council
Tuesday, February 26, 2013
7:30 p.m. – 8:25 p.m.

PRESENT: Mayor Andrew Fellows; Councilmembers Kabir, Dennis, Catlin, Stullich (arrived at 7:38 p.m.), Day, Afzali and Mitchell.

ABSENT: Councilmember Wojahn.

ALSO PRESENT: Joe Nagro, City Manager; Janeen Miller, City Clerk; Suellen Ferguson, City Attorney; Chantal Cotton, Assistant to the City Manager; Bob Ryan, Director of Public Services; Michael Stiefvater, Economic Development Coordinator; Jonathan Brown, Planner. Josh Rather, Student Liaison.

Mayor Fellows opened the meeting at 7:30 p.m. Councilmember Kabir led the Pledge of Allegiance.

Minutes: A motion was made by Councilmember Afzali and seconded by Councilmember Kabir to adopt the minutes of the February 12, 2013 Regular Meeting and Public Hearing on 13-AR-01. The motion passed 6 – 0 – 0.

Announcements: Councilmember Mitchell said there would be a meeting on the new regional medical center on Thursday at the Prince George's County Sports and Learning Center.

Amendments to the Agenda: None.

City Manager's Report: Mr. Nagro identified the items in tonight's red folder: request for a letter from the Al-Huda school and updates to guidelines on 13-R-05.

Student Liaison's Report: Mr. Ratner discussed the change.org petition, said that Thursday is USM Student Advocacy Day in Annapolis, and asked students interested in serving on the Committee established by SGA dedicated to working on City issues to contact him.

Comments from the Audience on Non-Agenda Items: None.

Consent Agenda:

A motion was made by Councilmember Day and seconded by Councilmember Afzali to adopt the Consent Agenda which consisted of the following items:

13-G-21 Approval of a letter in opposition to HB 820/SB 893 – Municipal Property Taxes – Annual Budget Ordinance and Special Rates

13-G-22 Approval of a letter in support of HB 640 – Washington Suburban Sanitary Commission – Sewage Leaks – Notice Requirements

The motion passed 6 – 0 – 0.

Action Items:

13-O-01 An Ordinance Of The Mayor And Council Of The City Of College Park, Maryland, Amending Chapter 179 “Tree And Landscape Maintenance” To Amend §179-1, “Definitions”, §179-2, “Purpose; Applicability”, And §179-5 “Tree And Landscape Board” To Expand Or Clarify Certain Definitions, To Clarify That The Designees Of The Chairperson Of The Committee For A Better Environment, The Planning, Community And Economic Development Director And The Public Works Director May Act In Their Place As Voting Members Of The Tree And Landscape Board, And To Set The Quorum Of The Board As A Majority Of The Appointed Members.

A motion was made by Councilmember Mitchell and seconded by Councilmember Day to adopt Ordinance 13-O-01, An Ordinance Of The Mayor And Council Of The City Of College Park, Maryland, Amending Chapter 179 “Tree And Landscape Maintenance” To Amend §179-1, “Definitions”, §179-2, “Purpose; Applicability”, And §179-5 “Tree And Landscape Board” To Expand Or Clarify Certain Definitions, To Clarify That The Designees Of The Chairperson Of The Committee For A Better Environment, The Planning, Community And Economic Development Director And The Public Works Director May Act In Their Place As Voting Members Of The Tree And Landscape Board, And To Set The Quorum Of The Board As A Majority Of The Appointed Members.

Councilmember Mitchell thanked the Tree and Landscape Board for their work on this. Mayor Fellows stated that a Public Hearing on this Ordinance was held earlier this evening, so no further public comment will be taken at this time.

There were no comments from the Council.

The motion passed 7 – 0 – 0. [Councilmember Stulich arrived during this item.]

13-R-04 A Resolution Of The Mayor And Council Of The City Of College Park, Maryland Establishing An Award In Recognition Of Councilmember John Edward “Jack” Perry

A motion was made by Councilmember Catlin and seconded by Councilmember Dennis that the City Council adopt Resolution 13-R-04, A Resolution Of The Mayor And Council Of The City Of College Park, Maryland Establishing An Award In Recognition Of Councilmember John Edward “Jack” Perry.

Councilmember Catlin said the original idea for this award came from Joe Theis and the Berwyn District Civic Association. Jack Perry served on the College Park City Council from 1979 – 1983 and from 1989 to 2011, for a total of 26 years, tied with Mayor Davis as the second-longest serving official in the City’s history. After Councilmember Perry passed away last year, members of the Berwyn community and the Berwyn District Civic Association, Inc. met and discussed the creation of a City award to honor Jack Perry’s contributions to his neighborhood and the City. The Council shares the desire to honor the memory and legacy of Jack Perry

through an Award to a deserving member of the community. The Resolution that the Council will adopt tonight establishes criteria and guidelines for the Jack Perry Award, which will be used to recognize a College Park resident who has participated to an extraordinary degree in neighborhood, civic, or municipal affairs within the City in a manner that improves public spaces, fosters community cohesion, eradicates blight, informs discussion of public issues, provides leadership, and/or furthers the best interests of the City as a whole. The nomination period for the first Jack Perry Award will be from May 15 (Jack's birthday) to July 15 of this year.

Mayor Fellows recognized members of the Perry family who were in the audience and commented that it was fun to engage with Jack on issues because he was so passionate and committed.

The motion passed 7 – 0 – 0.

13-G-23 Approval of a letter of intent to participate in the “Maryland Smart Energy Community” program

A motion was made by Councilmember Mitchell and seconded by Councilmember Catlin that the City Council approve the submission of, and give City Manager Joseph L. Nagro authorization to sign, a Letter of Intent to the Maryland Energy Administration for the City's participation in the Maryland Smart Energy Community program.

Councilmember Mitchell stated that the Smart Energy Community Program is a new project of the State of Maryland Energy Administration (MEA) to incentivize local governments to adopt specific policies to reduce energy consumption and develop renewable energy opportunities. To apply for the program a letter of intent must be submitted by interested localities by March 1st, 2013 which will determine the level of funding that the City will be eligible to apply for. The City will then submit on or before April 5th an application to pursue two out of three required Smart Energy Communities policies. If chosen by the MEA for the program, the City will have until December 31, 2013 to fully adopt two policies and submit plans for implementation. Each of the policies has specific deliverables and time frames that grantees must meet. Upon adoption, the City will become a designated Smart Energy Community and will be eligible, according to program agreements, to apply for grant funding within their chosen two areas of energy reduction.

There were no comments from the audience on this item.

There were no further comments from Council.

The motion passed 7 – 0 – 0.

13-G-24 Award of a one-year contract to KSM Marketing, LLC in an amount not to exceed \$28,600 for a Farmers Market Master for the Sunday downtown College Park Farmers Market

A motion was made by Councilmember Stulich and seconded by Councilmember Mitchell that the City Council award the Farmers Market Master contract for 2013 to KSM Marketing, LLC, in substantially the form attached, in an amount not to exceed \$28,600 for the Downtown College Park Farmers Market held on Sundays, and that the City Manager be authorized to sign the contract on behalf of the City.

Councilmember Stulich commented that the Downtown Farmers Market began operation in 2011 and thanked Councilmember Afzali who originally brought the idea forward. Its success is important to Council's desire to revitalize downtown. Council established a Farmers Market Committee in April 2012 to develop recommendations for how to structure and manage the Market in a way that maximizes its vibrancy and emphasizes locally-grown vegetables, fruits, and other farm products. The Farmers Market Committee submitted a report to the Council which recommended hiring a market master to oversee growth. Council directed staff to issue a Request for Qualification for the market manager position. The successful respondent, KSM Marketing, LLC, offers full-service market management and currently operates two successful farmers markets in Washington, D.C. Under this contract KSM Marketing will provide vendor recruitment, market oversight and day to day management, and marketing services for the Downtown Farmers Market.

There were no audience comments.

Councilmember Afzali said we should ask the Farmers Market Committee to develop a set of metrics for the goals they want to accomplish to provide the Council with more information for future budget discussions. Robert Boone, a member of the Committee, and Councilmember Stulich agreed with this idea and said they will work on this.

Councilmember Catlin said this is not a significant amount of money, and that the Downtown College Park Management Authority is very enthusiastic about the market, evidenced by their grant of \$5,000 toward the cost.

The motion passed 7 – 0 – 0.

13-G-25 Approval of an amendment to the agreement with "idfive consulting" for implementation of a marketing plan in an amount not to exceed \$29,700

A motion was made by Councilmember Kabir and seconded by Councilmember Dennis that the City Council approve an amendment to the consultant agreement with idfive, LLC to implement the marketing consultant's recommendations, for a sum not to exceed \$29,700, in substantially the form attached. The City Manager is authorized to sign the amended consultant agreement.

Councilmember Kabir stated that in FY 2012, the Council allocated funds to hire a consultant to conduct research and create a brand for the City to market itself to potential residents and businesses. After reviewing several bids, the contract was awarded to idfive, LLC. Their efforts produced a new logo and tagline. In order to complete their initial contract, idfive, LLC provided a list of recommendations which, if implemented, would help the City achieve its goals to increase homeownership and economic vitality in the City. The recommendations called for a variety of media placements and additional tactics to raise awareness of the City's brand. The Mayor and Council allocated \$30,000 in the current FY 2013 budget for marketing implementation. idfive, LLC worked with staff to select marketing strategies that will promote the City's new brand: *A Smart Place to Live* and developed a list of items for implementation, which are now included in the amended scope of work for this contract. Additional materials including brochures, postcards, and banners will be purchased through available funds in the Department of Planning, Community, and Economic Development.

There were no comments from the audience.

Councilmember Catlin raised concerns about the timing of the implementation of the marketing effort due to recent bad publicity about crimes and the low number of houses on the market. He would like to delay this for a couple of months.

Councilmember Kabir said he does not agree: right now there are 40 - 45 houses for sale, and there are other reasons for this campaign: attracting renters and businesses.

Ms. Cotton clarified that spring-summer is a better time to roll out a campaign like this which will coincide with Councilmember Catlin's suggestion.

The motion passed 7 – 0 – 0.

**13-R-05 A Resolution Of The Mayor And Council Of The City Of College Park
Adopting Program Guidelines For The Commercial Tenant Improvement
Program**

A motion was made by Councilmember Catlin and seconded by Councilmember Dennis that the City Council adopt Resolution 13-R-05, which approves the Commercial Tenant Improvement Program Guidelines for award of grants from funds received from the Community Legacy Program.

Councilmember Catlin noted the minor revisions to the guidelines. He commented that through the State of Maryland's Community Legacy Program, the City was awarded \$75,000 in grant funds to establish this program. The purpose of the program is to provide an important tool to attract the type of retailers that many residents desire and to reduce the number of vacant retail spaces. The program will provide matching grants up to \$25,000 for small businesses to conduct leasehold improvements including, but not limited to, upgrades or installation of HVAC and plumbing systems, lighting fixtures, and flooring. Grants will solely target locally-owned and independent businesses, specifically businesses that fill a void in the City's retail scene. Applications to the program will be reviewed by City staff in conjunction with the Maryland

Small Business Technology and Development Center, and will include business plans, construction plans, and financial documentation. Funds are anticipated to provide assistance to approximately three to five businesses. City staff will administer the grants pursuant to the adopted Commercial Tenant Improvement Guidelines.

There were no audience comments.

Councilmember Dennis asked why there were revisions to the guidelines. Mr. Stiefvater said the changes were requested by the funding agency; they do not want to provide funds to liquor stores.

The motion passed 7 – 0 – 0.

13-O-02 Introduction Of Ordinance Of The Mayor And Council Of The City Of College Park, Maryland, Amending Chapter 30 “Districts, Council” To Amend The Adopted Redistricting Plan For Council Member Elections To Include Land Annexed Since The Adoption Of Ordinance 11-O-09

A motion was made by Councilmember Day and seconded by Councilmember Catlin to introduce Ordinance 13-O-02, Amending Chapter 30 “Districts, Council” To Amend The Adopted Redistricting Plan For Council Member Elections To Include Land Annexed Since The Adoption Of Ordinance 11-O-09.

Councilmember Day said the Public Hearing is scheduled for March 26 at 7:15 p.m.

13-G-26 Appointments to Boards and Committees

A motion was made by Councilmember Kabir and seconded by Councilmember Mitchell to appoint Stephen Brimer to the Committee for a Better Environment. The motion passed 7 – 0 – 0.

Comments from the Audience:

Stephen Brimer, 9732 52nd Avenue: He appreciates this appointment and is happy to be back on the CBE; he served on the committee last year but had to submit his resignation to deal with personal matters.

Council Comments:

Councilmember Mitchell thanked the Council for their support on HB 820. The hearing is Thursday.

Councilmember Afzali requested Council’s consideration of SB 266, SB 281 and SB 540 next week; these bills are part of the state’s efforts to curb gun violence.

Councilmember Stulich commented on the success of last week's post-Duke-game celebration and detailed the advance planning that was done by various police agencies and City staff to make it such a success. She also asked staff to arrange a tour of the facility that monitors our security cameras.

Councilmember Dennis requested a future discussion of the state's efforts to increase early voting locations, and their consideration of on-line voting and same day voter registration.

Councilmember Catlin said that WSSC will do emergency sewer work on the 8600 block of 49th Avenue for the next month.

Councilmember Kabir mentioned the shooting at a College Park motel in north College Park over the weekend. A person who was attending a party at the motel was shot. We are in contact with motel owners to improve safety.

Mayor Fellows said he was pleased to see the Chief and Deputy Chief of Prince George's County Police present after the Duke game and thanked them for the way police handled the event. Mayor Fellows discussed the request he received from Al-Huda school for a letter of recommendation to support them in securing funding for construction of a new school. This will be placed on next week's agenda.

Adjourn: A motion was made by Councilmember Mitchell and seconded by Councilmember Kabir to adjourn the meeting. Mayor Fellows adjourned the meeting at 8:25 p.m. with a vote of 7 – 0 – 0.

Janeen S. Miller, CMC
City Clerk

Date
Approved